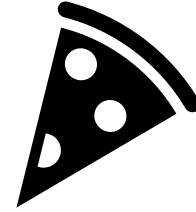


# INFLUENCE



Mmmmm...I can almost taste the steamy, hot pizza slice on the television screen. I know that what I see is just an image, but my mouth still waters. My mind and body have been influenced by advertising which, hopefully, will be short-lived.

Throughout our lives, and often unconsciously, we are influenced. Events, experiences and ideas can change our life without our permission (especially throughout our early years!). As we get older, we start to learn that we have some power to decide how things influence us. We still mostly react to what comes at us from friends, family, co-workers, other people in the world, movies, advertising, television, social media, weather, animals, history, our projections (including fear, expectations and overconfidence) and much, much more...but by our teens we learn that we can call BS on something we don't think is right.

We influence others, too, of course: we smile, we say a kind word or a cruel word, we try to convince others to see our point of view.

Popular culture encourages us to believe we are easily influenced. We are pummeled with TV advertisements telling us to 'ask our doctor' to give us drugs...but then the newscasters tell us that the Sackler family is responsible for our addiction. What no one says is that we can say 'no' to the whole game. You won't see an ad or a news story telling you that you don't need to buy one product or service to share your unique and awesome power and gifts with the world!

We are persuadable, certainly, but we can push back on at least some of what we don't like. We can be stubborn and immovable when we feel it's important. We can learn to include our intentions in our response, reducing the likelihood that these powerful attempts to influence us will distract us from our goals.

In our early years we were not able to choose the impact of the influencers. We were shaped by them. In our early teens, we were told that our choices were limited and we should just comply with the status quo: to believe authorities and experts know what's best.

But we're fickle. We may hear, we may comply, and play the part, but many of us today find ways to be our authentic selves. Sometimes we are accepted for being different, but often we are encouraged to fit into a group. Our boundaries are useful here; we can be open to ideas – even when they are delivered by a powerful persuader, but then we can stop...and think! We can 'hear them' and then – if we wish – we can defend our perspective, our ideas, our choices.

Influencers only have the power that we give them.

"Between stimulus and response there is a space.

In that space is our power to choose our response.

In our response lies our growth and our freedom."

- Viktor Frankl

"No one can make you feel inferior without your consent."

- Eleanor Roosevelt

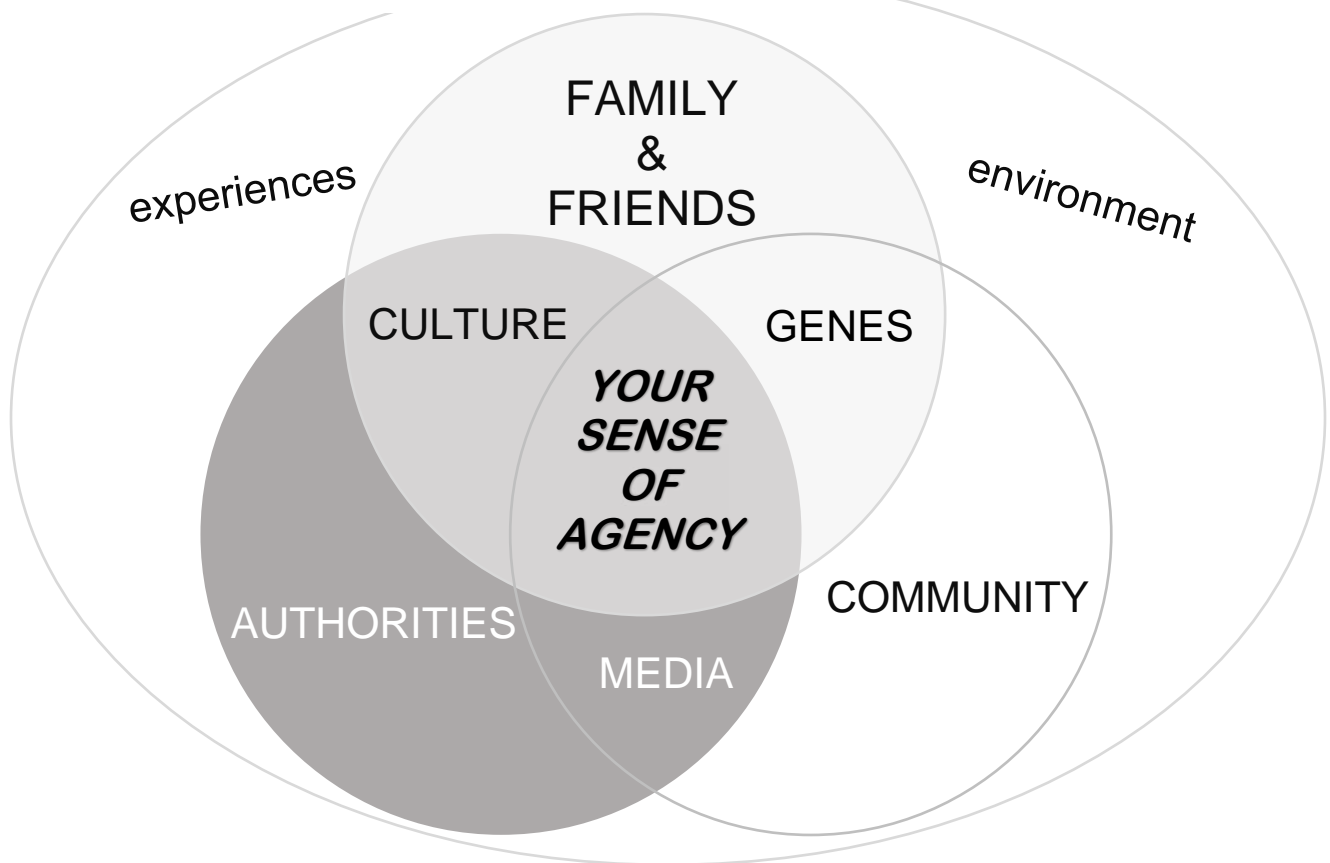
## Shortcuts to Remember Cialdini's Principles of Influence (formerly 6, now 7!)

1. **Reciprocity:** We feel obligated to return favors. For instance, if a sales person gives us something, we are more likely to say 'yes' to them.
2. **Scarcity:** We value things more if they seem scarce: this includes objects, information, food and opportunities.
3. **Authority:** We believe what experts say (the experts that we believe are 'trustworthy and credible').
4. **Commitment & Consistency:** People want to be consistent with what we've said or done in public.  
We are most likely to do what is consistent with what we've done in the past.
5. **Social Proof:** We trust the power of the crowd and like to be associated with popular things.
6. **Likability:** We like those who are like us. We say yes to people that we like by how they act or how they look.  
We are also more likely to say yes to people when we have things in common with them, receive complements from them, or share a cooperative endeavor with them.
7. **Unity:** What people have in common. "Inclusion fitness." Increased oneness and shared aspects of identity which reduces 'otherness' (Sue: one way to interpret our ubuntu nature ~ : )

Based on Robert Cialdini's **Influence: The Psychology of Persuasion - New and Expanded** (2021)

For more information on this topic, see **Resisting Influence** on page **xx**.

# HOW ARE WE INFLUENCED?



## **YOUR SENSE OF AGENCY and FEELINGS OF SELF-EFFICACY**

Your belief in your ability to control your destiny. This includes creating and maintaining clear boundaries.

**FAMILY & FRIENDS:** Love and acceptance are influential. Alongside these important feelings, we may also feel a great deal of pressure to conform to the group, including traditions.

**CULTURE:** What society accepts as 'normal', status, roles: examples can include parenthood, age, physical abilities, gender, race, religion, character, employment, etc., and stuff: money, bling, cars, clothes, et al.

**GENES:** Clearly they influence us, but how much? And can we still write a new script for ourselves?

**AUTHORITIES:** Can include family and friends, teachers/classroom settings, employers, legal agents (lawyers, police, judges, elected and appointed politicians), and – recently – entertainers can fall into this category!

**MEDIA:** All forms of video: movies, news, commercials, games, All forms of audio: music, podcasts, advertising, talk radio, All forms of print: newspapers, magazines, books, ads and All social media.

**COMMUNITY:** Norms, language, 'word of mouth' information sharing, power of the group.

## **Dr. Zimbardo's Hints About Resisting Unwanted Influences On You**

1. Let go of illusions of 'personal invulnerability'.
2. Engage in life and think critically!
3. Be aware of Cialdini's principles. Look for attempts to persuade you.
4. Be okay with saying: 'I was wrong' and 'I've changed my mind.'

5. Separate your ego from your actions; laugh at yourself each day.
6. Be aware of wanting simple answers or short cuts!
7. Develop and learn to understand the vague feelings called intuition.
8. Play devil's advocate!

9. Think hard.
10. Reflect on when, where and why we have rules.
11. Insist on a second opinion
12. Consider possible situational forces before judging behavior as 'character'.